



Liquor Chronicles

Department of Revenue

Liquor Distribution Team

March 2004

Whiskeys of Ireland

The precise origin of Irish whiskey is shrouded in mystery, but almost certainly began with missionary monks in the 6th century. These monks returned from travels throughout the globe with the Middle Eastern alembic – a distilling apparatus originally used to produce perfume. The Irish quickly found a better use for the alembic; to produce a golden spirit from barley, which they called “Uisce Beatha” (ishka-baha) – “water of life”. “Uisce Beatha” was shortened to “Fuisce”, and ultimately Whiskey.

Whiskey production spread through Ireland, and Irish whiskey came to be enjoyed all over the world. Irish Whiskey gained royal attention, and in 1608, King James I granted the town of Bushmills the first ever license to distill whiskey.

The making of Irish whiskey begins with the purest Irish waters and finest Irish barley. These simple, pure ingredients are transformed through time-honored craft into the distinct, complex flavors of Irish whiskey. Today you can enjoy one of these popular Irish whiskeys such as Jameson Irish Whiskey, distilled on Bow Street in Dublin, Ireland; James Powers Irish Whiskey, which has been the best selling whiskey in Ireland for nearly 200 years; and Bushmills Irish Whiskey, distilled out of the world’s oldest licensed whiskey distillery.

Source: Bill Helfferich – District Manager



HAPPY ST. PATRICK’S
DAY

Price Book Revisions

The following products should have been highlighted in your February – April 2004 Montana Liquor Quarterly Price Book reflecting sale prices for the months listed.

February and March

⌘ Famous Grouse 80 pf
101-4936-75
SPA IS \$20.95

March

⌘ Glenmorangie Port Wood 12 yr
100-5094-75
SPA is \$43.15

April

⌘ Lord Calvert
111-13638-17
SPA is \$15.95

⌘ McCormick
111-13888-17
SPA is \$12.45

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Get The Skinny On Alcohol

In a world where it's ok for dieters to load up on bacon and hamburgers, what's so bad about a cocktail? Not much at all, according to the liquor industry. In an effort to cash in on the popularity of trendy low-carb diets like Atkins, makers of vodka, whiskey and other hard liquors are starting to pitch their products as low-carb and diet-friendly, following the success of a low-carbohydrate beer (Michelob Ultra) this year.

In a recent campaign launched by consumer advocacy groups, liquor companies are being urged to put more nutritional information on their packaging, such as alcohol content, serving sizes, calories and ingredients. This would give consumers needed information so as to compare between types of beverages.

Liquor such as rum, vodka, gin, whisky and tequila contain no carbs or fat at all, and never have. Distributors are urging bartenders to promote drinks such as scotch and diet ginger ale that clocks in at 96 calories, about the same as three rice cakes.

Allied Domecq, which makes Kahlua, is also encouraging bartenders to offer drinks such as the "skinny" White Russians made with skim milk instead of regular milk. The drink has roughly half the calories (229) and two-thirds the carbs (18) of a normal White Russian.

It goes without saying that moderation is the best approach. But hopefully by informing the public of the information they need to decide what the wisest choice is to maintain their diet of choice when selecting an alcoholic beverage, alcohol will not be looked at as an evil that cannot be enjoyed.

Source: Christopher Lawton, Staff Reporter, Wall Street Journal



Montana's Vendors Input

Continuing on the same subject matter, we recently asked Montana's vendors to provide any nutritional information they may have on their products. Following are some of their comments and data collected.

From Sazerac Brands: I don't believe there are any carbohydrates in "pure" 80 proof + distilled spirits no matter what the grain or fruit type is used. The key word is "distilled".

From Brandy Toth, Allied Domecq Spirits and Wines: Spirits such as gin, vodka, whiskey, tequila and rum have no nutritional value – no carbs, no fat, no cholesterol, no sodium – and average 97 calories for 1 ½ ounces 80 proof. (FYI: Beer is 150 calories for 12 ounces and wine is 100 calories for 5 ounces.) The higher the proof in alcohol, the higher the calories – typically 1 ½ ounces 90 proof contains 110 calories, 1 ½ ounces 100 proof contains 124 calories. One gram of alcohol is equal to 7 calories (so one 1 ½ ounce shot contains 14 grams of alcohol).



Brand (per 1 Fl Oz)	Calories	Carbs
Bailey's Irish Cream	-	7.4 g
Bartender's Cream Drinks 25 Proof	75	8.1 g
Blackberry Brandy 70 proof	95	7.6 g
Bourbon/Whiskey 80 Proof	65	0 g
Brandy	-	0.5 g
Crown Royal	-	0 g
Dr. McGillicuddy's Fireball Cinnamon Whisky	68	17 g
Dr. McGillicuddy's Vanilla Liqueur	65	16 g
Peychaud's Bitters	0.38	<1 g
Phillips UV Vodka	-	0 g
Rain Vodka	-	0 g
Tequila 80 Proof	65	0 g
Tequila Rose	-	7.3 g

Product Updates

New Products

- Agwa Herbal Liqueur
410-990415-75
12 pack @ \$23.10/bottle
(Was previously available under a different NABCA number and price.)
- Edradour Scotch
100-4886-75
6 pack @ \$47.95/bottle
- Georgievskaya Vodka
255-34259-10
12 pack @ \$27.95/bottle
- Georgievskaya Vodka
255-34258-75
12 pack @ \$26.35/bottle
- Georgievskaya Black Currant Vodka
265-34293-75
12 pack @ \$18.85/bottle
- Georgievskaya Lemon Vodka
265-34318-75
12 pack @ \$18.85/bottle
- Georgievskaya Peach Vodka
265-34348-75
12 pack @ \$18.85/bottle
- HW Apricot Brandy
390-54226-75
12 pack @ \$10.95/bottle
- JW Corn 100 pf
190-27196-75
12 pack @ \$10.15/bottle
- Macallan 1861 Replica
100-990215-75
6 pack @ \$188.40/bottle

New Products (Continued)

- Pappy Van Winkle's Family Reserve 20 yr
151-21015-75
6 pack @ \$83.10/bottle
- Pappy Van Winkle's Family Reserve 23 yr
151-21030-75
3 pack @ \$165.30/bottle
- Sailor Jerry Spiced Navy Rum
345-45887-10
12 pack @ \$17.80/bottle
- Sandeman Persik (Peach)
265-34827-10
12 pack @ \$22.95/bottle
- Sandeman Royal Corregidor
550-91886-50
6 pack @ \$21.90/bottle
(Very limited quantity.)
- Signatory Single Malt Scotch
100-901010-75
6 pack @ \$141.45/bottle
- Tarantula RTD Berry Margarita
449-77505-20
24 pack @ \$1.40/bottle
- Tarantula RTD Mango Margarita
449-77509-20
24 pack @ \$1.40/bottle
- Tarantula RTD Melon Margarita
449-77513-20
24 pack @ \$1.40/bottle
- Tarantula RTD Strawberry Margarita
449-77517-20
24 pack @ \$1.40/bottle

Product Updates

Price Changes

- A.H. Hirsch 16 yr Bourbon
151-18610-75
12 pack @ **\$55.60/bottle**
- Balvenie Portwood
100-4380-75
12 pack @ **\$79.15/bottle**
- Cabana Boy Pineapple Coconut Rum
345-46090-75
6 pack @ **\$10.95/bottle**
- Cabana Boy Wild Cherry Rum
345-46106-75
6 pack @ **\$10.95/bottle**
- Glenlivet 12 yr
100-5031-05
120 pack @ **\$2.55/bottle**
- Inchmurrin 10 yr Scotch
101-901005-75
6 pack @ **\$53.55/bottle**
- Littlemill 8 yr Scotch
101-901033-75
6 pack @ **\$49.75/bottle**
- Mandarine Napoleon
405-65756-75
12 pack @ **\$28.75/bottle**
- Redrum
320-45651-05
120 pack @ **\$1.00/bottle**
- Salvador's Original Margarita
398-63528-17
6 pack @ **\$8.95/bottle**

Price Changes (Continued)

- Salvador's Original Margarita
398-63522-20
24 pack @ **\$1.40/bottle**
- Salvador's Strawberry Margarita
398-63688-17
6 pack @ **\$8.95/bottle**
- Salvador's Strawberry Margarita
398-63682-20
24 pack @ **\$1.40/bottle**
- Springbank 10 yr
100-6113-75
6 pack @ **\$55.60/bottle**

Discontinued Items

- Jameson 15 yr Pot Still
120-15666-75
- Macallan Gran Reserva
100-5490-75

NABCA #, Size and Price Changes

- Agwa Herbal Liqueur
410-990415-75
12 pack @ **\$23.10/bottle**
- Cabana Boy Raspberry
345-46095-75
12 pack @ **\$10.95/bottle**
- Martini's Cosmo Martini
265-34494-75
6 pack @ **\$15.00/bottle**

